



Hudson's Bay Company.



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Easter FASHION WEEK

Color will dominate the Spring ensemble, and the modern woman in choosing her Spring costumes, will first decide upon the dominant color of her ensemble—select her Coat or Dress in the color—then choose her hat to match the primary color—shoes and handbag to match each other—and hose to match the gloves.

The Ensemble

Appeals to the Modern Woman!

- The frock, with matching coat, fulfills the desires and requirements of the Modern woman who insists on style and practicality.
- The frocks sponsor twin prints of georgette and velvet—smart georgettes, either floral or plain—and flat crepes.
- The coats may be full length, three-quarter length, or short—the short or jacket mode has simply taken the feminine world by storm—from morn till night every frock has its own little jacket! A mode of individual charm!
- Ensembles from \$25 to 79.50

Exquisite French Dresses

Personally selected in Paris by HBC Stylists!

—There is no doubt that fashion is becoming more feminine—and deliciously feminine are the fascinating new French frocks with their exquisite harmony of color, and continual variety of charming effects. Pastel shaded georgette and ninon frocks are delightful with their trimmings of row upon row of dainty lace, embroidered and hand drawn effects, proclaiming them French hand made. Lovely little frocks for the afternoon tea or informal evening. Many of the skirts are lengthened at the back while remaining short in front, which is infinitely graceful and becoming.

New Silk Dresses

of Georgette and Flat Crepe

—Smart new frocks choose georgette and flat crepe, featuring new necklines, tiers, snug hip lines, pleated and circular effects, cape and scarf models, graceful feminine silhouettes! New spring tones, with new tans leading, smart navy blue, greens, several shades of blue, red, purple, etc. etc. Prices \$15 to 49.50

Fashion Sponsors Prints of the Brightest Colors

—To select a smart colorful printed silk dress is an assured fashion success! Many lovely styles for your choosing, all showing the smartest colors and lines of the new season and each varies to give the individuality essential to chic. Prices \$15 to 29.50

Fashionable Spring Coats of the More Dressy Type

—These smart, simply but expertly tailored and well cut casual coats, are a favorite for the new season. Worn as a separate coat, or with a matching frock of silk or wool, they form an extremely chic and practical ensemble. All the new spring colors as well as navy and black. All have smart, standing collars, furled or plain according to one's fancy. Women's and misses' sizes. Prices \$25 to 79.50

The Tailored Tweed Coat Plays an important part in the Spring Wardrobe

—The colors and patterns are new, the tailoring suggests English finesse—a coat one can wear for a multiplicity of occasions and you don't have to spend much to get one! All sizes 14 to 44. Moderately priced at \$15 to 49.50

The Tailored Suit is Important, Too, for Spring

—The tailored suit plays a role in the spring wardrobe not easily replaced by any other type of garment. Many business women prefer this clean-cut tailleur with its notched collar and smart pockets. Fashioned of navy or black tricot, smart hair-line stripes, and colorful tweeds. Double breasted styles with neat, wrap skirts to wear with either tuck-in or over blouse. Prices \$25 to 39.50

Living Models

will show fashionable Easter Apparel for Women, Misses and Children, in

The Show Windows

Jasper Avenue and 103rd Street

Tonight, Thursday

From 8:30 to 9:30

Youth and Grace Dominate in the Spring Millinery Mode

—Whether it is the strikingly smart, close-fitting hat in its many variations of softly arranged brims, with a touch of chic added by clever arrangement of a pin or ornament, or the slightly larger hats with certain accentuations that make them smart and youthful—they are all here in this remarkably complete showing of the spring's newest style millinery creations. Prices \$5 to \$15

Color Contrast is Important in Sports Attire

—The sports suit is a most important item of the spring wardrobe. This persistent mode comes to the fore in many new versions and is more varied and interesting than ever. Smart little two-piece Jersey suits in tri-color designs—the jacket mode in either all silk or silk and wool combinations—clever two- and three-piece imported knitted suits—and a host of equally smart styles just as important. Prices 13.95 to 79.50

Lovely Hand Sewn Gloves

—With hosiery and gloves to match, a conspicuous feature of the Spring ensemble, newly arrived glove shipments will be doubly welcome! All the new shades with particular emphasis on Suntan and Beige. Slip-on, flare and one-dome styles with plain or novelty cuffs. Priced with moderation.

Hosiery for the Easter Ensemble

—The well shod foot must include the well groomed ankle. The shoe effect can be spoiled unless hosiery completes the picture. Sheer silk and chiffon hosiery in colors to correspond with the Spring ensemble—in all sizes—obtainable here. We feature particularly Orient and Kayser brands, renowned for quality.

The Handbag May Make or Mar the Costume

—Fifth Avenue is unmistakably evident in the new Handbags—and what a "Touch" the smart bag will give the spring Ensemble, particularly when it harmonizes in color! —Pouch, strap, envelope—all the popular styles in lovely new leathers—novel mountings including the favored amber.

Handkerchiefs—Gay and Colorful!

—Peeping out from the handbag or the pocket—a bright, colorful handkerchief will add to the charm of the Ensemble. Your preference as to color, design, and quality, amply supplied in this complete Easter display.

Gay Scarfs, Extremely Important!

—Brilliant as the butterflies in coloring—exquisite in texture. Squares and straight styles for wear with ensembles and sports outfits, giving the right touch of smartness to any frock with which they are worn.

Fascinating Costume Jewelry

—The color mode may be carried out to the minutest detail, for here is costume jewelry to correspond with every ensemble. Sparkling stones, beautifully mounted in wonderful designs—bracelets, necklaces, earrings, pins and rings.

Easter Footwear

—The matter of smartness in the Easter Ensemble depends, in a very large degree, upon correct footwear. Strap slippers, pumps, oxfords, show interesting detail and clever elaboration. HBC



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GAR WOOD IS DEFEATED BY MAL SEGRAV

Worth Tilting!

Neighbor—Now, what I'm telling
er, Mrs. Horan, is no gossip, because
everybody's talkin' about it.

bowling banquet.

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STORE HOURS—9 A.M. TO 5:30 P.M. DAILY—INCLUDING SATURDAY
